NOTICE OF DECISION UNDER REGULATION 32
FILM POSTERS

DVD SLICK

TO: The Film and Video Labelling Body Inc.
PO Box 2627
AUCKLAND

Pursuant to regulation 32 of the Films, Videos, and Publications Classification Regulations 1994 the film poster entitled:

Seymore Butts' Seed Of Seymore

is **Not Approved.**

The DVD slick is not approved because it degrades, dehumanises and demeans the women depicted, and women in general, by presenting them as a collection of orifices available for the sexual gratification of men. There are three images on the back of the slick that focus on women's distended anuses immediately after they have been penetrated with a penis or dildo. The publication has been created for a male viewer, and invites them to look, not only at, but inside women's bodies. By doing so this publication is likely to promote an injurious sense of male entitlement to women's bodies.

The Classification Office has weighed the competing considerations of the issues raised above and the right to freedom of expression set out in s14 of the New Zealand Bill of Rights Act 1990. The DVD slick's potential for injury to the public good makes it likely that, if the slick were to be submitted under s13(1) of the Films, Videos, and Publications Classification Act 1993, it would be classified as objectionable. The likely injury to the public good caused by the availability of this advertising material is its potential, as a piece of shelf advertising, to present women to male customers in a degrading, dehumanising and demeaning manner. It is therefore likely to reinforce negative male attitudes towards women. For these reasons the DVD slick is not approved. Such a limitation on the right to freedom of expression is justified in order to prevent likely injury to the public good.

Date: 27 October 2005

For the Classification Office (signed):

OFLC No: 501646